UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

STODGE, INC. D/B/A POSTSCRIPT

Petitioner

v.

ATTENTIVE, INC.

(record) Patent Owner

IPR2023-01338
Patent No. 11,416,887

PETITIONER'S UPDATED EXHIBIT LIST

TABLE OF EXHIBITS

Exhibit No.	Description
1001	U.S. Patent No. 11,416,887 ("**the '887 patent**").
1002	Declaration of Dr. Henry Houh.
1003	C.V. of Dr. Henry Houh.
1004	File History of U.S. App. Ser. No. 17/669,114 (issued as the '887 patent).
1005	U.S. Pat. App. Pub. 2014/0379482 ("**Demsey**").
1006	U.S. Pat. App. Pub. 2013/0111328 ("**Khanna**").
1007	U.S. Pat. No. 8,532,283 ("**Haggerty**").
1008	U.S. Pat. App. Ser. No. 13/461,541 ("**the Haggerty '541 application**").
1009	U.S. Pat. App. Pub. 2016/0142858 ("**Molinet**").
1010	U.S. Prov. App. Ser. No. 62/079,512 ("**The Molinet '512 Provisional**").
1011	U.S. Pat. App. Pub. 2015/0178784 ("**Oliver**").
1012	Excerpts from Cristal, G., "Ad Serving Technology, Understand the marketing revelation that commercialized the internet", ISBN: 1484867572 (2014)("**Ad Serving Technology**").
1013	U.S. Pat. App. Pub. 2015/0142568 ("**Hsu**").
1014	Plaintiff's Answering Brief in Opposition to Defendant's Motion to Dismiss Complaint Pursuant to Fed. R. Civ. P. 12(B)(6) in *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case, No. 1-23-cv-00087 (D. Del., Filed March. 15, 2023).

1015	File History of U.S. App. Ser. No. 15/986,569.
1016	Excerpts from Firtman, M., "*Programming the Mobile Web, Second Edition*", O'Reilly (2013).
1017	U.S. Pat. App. Pub. 2009/0247140 ("**Gupta**").
1018	U.S. Pat. No. 5,913,040 ("**Rakavy**").
1019	RFC 5724, "URI Scheme for Global System for Mobile Communications (GSM) Short Message Service (SMS)", January 2010.
1020	WO 2005/062596A1 ("**Helkio**").
1021	Excerpts from Flanagan, D. "*JavaScript: The Definitive Guide, Sixth Edition*", O'Reilly Media, Inc. (2011).
1022	Complaint for Patent Infringement in *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case No. 1-23-cv-00087 (D. Del. Filed Jan. 25, 2023).
1023	Scheiner, M., *Attentive Gets the Message Out*, available at https://crm.org/news/attentive-gets-the-message-out
1024	Levine, B., *Led by TapCommerce founders, startup Attentive launches SMS/MMS marketing platform*, available at https://martech.org/led-tapcommerce-founders-startup-attentive-launches-smsmms-marketing-platform/
1025	Ha, A, *TapCommerce's founders are back with Attentive*, a messaging startup that's raised $13M, available at https://techcrunch.com/2018/02/08/attentive-launch/
1026	United States District Courts — National Judicial Caseload Profile, available at https://www.uscourts.gov/sites/default/files/data_tables/fcms_na_distprofile0630.2023.pdf
1027	Scheduling Order in in *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case No. 1-23-cv-00087 (D. Del. March 8, 2023).
1028	Mobile Marketing Association, "US Consumer Best Practices

	for Messaging", version 7.0, (2012), available at https://www.mmaglobal.com/documents/us-consumer-best-practices.
1029	U.S. Pat. No. 7,136,875 ("**Anderson**").
1030	Excerpt from Amazon.com available at https://www.amazon.com/Serving-Technology-Understand-revelation-commercialized/dp/1484867572/
1031	Excerpt from Google Books available at https://www.google.com/books/edition/Ad_Serving_Technology/PHNHnwEACAAJ?hl=en
1032	Petitioner's *Sotera* Stipulation (Letter from Chen to Campbell dated November 25, 2023).

Date: December 19, 2023	/Matthew A. Smith/ (RN 49,003) Matthew A. Smith SMITH BALUCH LLP 700 Pennsylvania Ave. SE, 2nd Floor Washington, DC 20003 (202) 669-6207 smith@smithbaluch.com *Counsel for Petitioner*

CERTIFICATE OF SERVICE

The undersigned hereby certifies that the foregoing Petitioner's Updated Exhibit List and Exhibit 1032, were served by electronic mail to the Patent Owner's counsel of record at:

mikaela.stone@kslaw.com

beutermoser@kslaw.com

Date: December 19, 2023 /Matthew A. Smith/ (RN 49,003)